**What is a multimodal online solution? p 185,**

1. ***What is a multimodal online solution (MMOS)?***

A multimodal online solution (MMOS) is a web-capable solution that presents multiple types of data, such as a website that uses text, sound and images (still and moving) to communicate ideas and information.

1. ***How will you use a MMOS to complete Unit 4, Outcome 1 (part 2 of the SAT)?***In Unit 4, Outcome 1, I will create an effective MMOS to present the findings from the hypothesis I researched in Unit 3, Outcome 2.
2. ***List the features that your solution should contain.***My solution should contain:  
   -Import/enter, edit and format content  
   -Structure screen layout  
   -Create links  
   -Provide navigation  
   -Create buttons  
   -Create tags (alt tags)  
   -Incorporate images (still and moving), text and sound.

**An effective MMOS, p 186**

**Educating a global audience**

1. ***In developing your MMOS you need to provide information that is suitable for a worldwide audience. Elaborate under each of the following areas that need to be considered:***
   1. ***Gender***My solution should be written with the assumption that my audience will be composed of females and males, as well as potentially intersex and transgender individuals. Excluding anyone from your solution on the basis of their sex (male, female, intersex), sexual orientation or gender identity (woman, man, transgender) would be unwise – and insulting.
   2. ***Culture***
      1. ***Images***Your MMOS will most likely contain images and video, and you need to be conscious of the possible effect they may have on your audience. If you are concerned that you need to use an image that may identify a child or a subject, or that could contain potentially offensive content, you could use pixilation.  
         You must be sensitive when it comes to religion. Your global audience is diverse on a religious level. Aboriginal and Torres Strait Islander people may find it distressing if a website includes images or names of deceased people. The portrayal of God in human form is forbidden by Jewish law. Representations of the prophet Mohammed can deeply disturb Muslims. Mocking or blasphemous images or cartoons of different cultures or religious leaders must be avoided.
      2. ***Language***As the author of a MMOS for a global audience, keep in mind that members of a different culture might not understand your vocabulary or references if they are embedded in your culture, but not in your audience’s.  
         What constitutes as swearing can be culturally specific. What seems harmless to you (such as ‘OMG’) can be blasphemous to others. Humour is another ingredient best left out of a global presentation. Humour varies greatly from person to person, even within the same small cultural group, and what you find amusing may be considered inappropriate to others.
   3. ***commonality of language***English is often considered a global language, but some of your global audience may not be as fluent at English as you are. Some speakers of English in your audience will not be native speakers, and some speakers may speak American English, British English or other dialects of English. Your choice of vocabulary should take this into consideration and be easy to understand.
   4. ***Age appropriateness***
      1. ***Writing for young readers***Try to make your writing as accessible as possible to readers of different ages. Your global audience may include children as well as adults. You are not expected to be able to cater to everyone: it would be impossible because of the wide and unpredictable range of your audience’s vocabularies, life experiences, comprehension skills and areas of interest. However, you can make an effort to write for a general audience and be aware of techniques you can use to cater to some age-related needs.